



JULY 2005 CHICAGO NFDA EXPO PREVIEW "EXHIBIT IN PRINT" SPECIAL ADVERTISING SECTION

The July 2005 issue of *The Director* will offer a special editorial opportunity with a special "exhibit in print" advertising section for Chicago NFDA Expo Preview! **Get double the exposure for half the cost – 2 pages of coverage with a paid full-page advertisement or a full page with a paid 1/2-page horizontal ad. Don't miss this opportunity. PLEASE CALL TODAY!**

Other Special Advertising Sections:

March 2005 – Memorialization, Personalization & Grief – Deadline January 5

May 2005 – Business Management, Consultants & Computer Technology – Deadline March 4

November 2005 – Financial Services, & Preneed Funding – Deadline September 5

What is a special "exhibit in print" advertising section?

It is a section within *The Director* magazine, allowing you to describe, with text, your company logo, and color photos to our 13,500 readers what is new from your company in 2005. Approach it as if you were exhibiting at a convention and someone walked into your booth. What would you say to that person – but let a full-page ad or a half page ad (7"W x 5"H) do your talking. You have complete control of the editorial content of your "Exhibit In Print."

What's the advertising special?

The special works this way - whichever size paid advertisement you decide (full or half page horizontal only) you receive the same amount of space for an "exhibit in print", otherwise known as an "advertorial." That's right! You'll receive two spaces for the price of one. It's a great way to get your message to our readers at a low, very affordable cost. So don't miss this excellent opportunity to let the Funeral Directors know what you have to offer them in 2005.

2 FULL PAGES OF COVERAGE FOR THE COST OF ONLY A FULL PAGE

Full-page Advertisement

(Color \$2,460, BW \$1,460 based on 1-time rate
3-, 6- & 12-time frequency discounts available)
8-1/4" x 10-7/8" (trim size)
7-1/4" x 10-1/8" (1/2" from trim, live area - non-bleed)
8-1/2" x 11-1/8" (bleed)

FREE Full-page Advertorial:

575 words maximum
Two photos (**include photo captions**)
One company logo
**You send us the elements and we format/layout
Advertorial to our style and fax to you for approval**

FULL PAGE OF COVERAGE FOR THE COST OF ONLY A 1/2 PAGE HORIZONTAL

Half-page Advertisement

(Color \$1,355, BW \$855 based on 1-time rate
3-, 6- & 12-time frequency discounts available)
7"W x 5"H (non-bleed)

FREE Half-page Advertorial

225 words maximum
One photo (**include photo caption**)
One company logo
**You send us the elements and we format/layout
Advertorial to our style and fax to you for approval**

July 2005 - Deadlines for Participation in Special Advertorial Section

Ad space reservation – MAY 5, 2005

Advertorial/Advertisement material – MAY 10, 2005

For more information, please call Kellie Schilling at 262-814-1546, or e-mail kschilling@nfda.org.